

Message Text

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43

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 220725Z APR 76
FM AMEMBASSY ABU DHABI
TO USDOC WASHDC
INFO SECSTATE WASHDC 4241
AMEMBASSY MANAMA

UNCLAS ABU DHABI 1068

E.OBM 11652: NA
TAGS: BTIO, TC
SUBJ: INVESTMENT IN UAE BY US SOFT DRINK COMPANY

1. EMBASSY HAS RECEIVED LETTER FROM PETER NELSON, PRESIENT, ATLAND CORPORATION, KTPWI CONNECTICUT AVENUE N.W. WASHINGTON, D.C. (TEL: 833-1160) REQUESTING ASSISTANCE IN LOCATING LOCAL PARNTER TO BUILD AND OPERATE A BOTTLING AND DISTRIBUTION PLANT "FOR A MAJOR U.S. SOFT DRINK COMPANY."

2. LETTER OUTLINES THREE ALTERNATIVES: (A) JOINT VENTURE WITH US PARNTER CONTRIBUTIING EQUITY CAPITAL, DESIGN AND CONSTRUCTION OF PLANT, TECHNICAL ASISTANCE AND MANAGEMENT, WITH LOCAL PROVIDING DESTRIUTION; (B) US FIRM DOING ALL OF THE ABOVE PLUS DISTRIBUTION UNDER SPONSORSHIP OF INACTIVE PARTNER; (C) GRANTING LOCAL PARNTER EXCLUSIVE UAE DISTRIBUTION FROM EXISTING BOTTLING PLANT IN BAHRAIN.

3. EMBASSY AWARE OF AT LEAST ONE FIRM IN ABU DHABI THAT HAS BEEN ATTEMPTING TO GET MANAGEMENT OF PEPSI COLA PLANT AND WOULD APROBABLY RESPOND POSITIVELY. ALTERNATIVELY, THERE ARE SEVERAL POTENTIAL PARTNERS THROUGHOUT UAE, FROM PRIVATE SECTOR MERCHANTS UP TO RULING SHAIKHS. WHILE EMBASSY WILL BE GLAD TO DO SOME CANVASSING WE WOULD LIKE TO KNOW (A) BONA FIDES OF ATLAND CORPORATION AND WHETHER THEY LAWYERS OR CONSULTANTS
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(B) WHO IS THE "MAJOR US SOFT DRINK COMPANY" AND

CAN WE GET BANK REFERENCES, COMPANY REPORTS, ETC.

(C) DOES US FIRM HAVE ANY PREFERENCES AS TO PLANT
LOCATION, I.E., ABU DHABI, DUBAI?

COMMENT: BASED ON LETTER, IT IS OUR IMPRESSION
THAT ATLAND HAS VERY LITTLE BASIS DATA ON HAND
REGARDING COSTS OR BENEFITS OF VARIOUS ALTERNATIVES.
IF DOC DETERMINES THIS INDEED THE CASE, EMBASSY
WOULD BE HESITANT TO INTRODUCE FIRM TO LOCAL CONTACTS
UNTIL REPS HAVE VISITED AREA AND DONE SOME RESEARCH.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976ABUDH01068
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760156-1010
From: ABU DHABI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760436/aaaabdyc.tel
Line Count: 72
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 13 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 AUG 2004 by schaeafaj>; APPROVED <11 JAN 2005 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: INVESTMENT IN UAE BY US SOFT DRINK COMPANY
TAGS: BTIO, TC
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006